PONCA CARNEGIE LIBRARY

105 YEARS STRONG AND PLANNING FOR THE FUTURE

2018 COMMUNITY NEEDS RESPONSE PLAN

The Nebraska Public Library Accreditation Guidelines are based on the principle that a good library is a library that is serving the unique needs of its own community. This plan addresses how the library will serve those needs. June 2018

MISSION STATEMENT

The mission of the Ponca Carnegie Library is to serve the community of Ponca and its surrounding area, and the public in general, as a resource center for information, education, culture, and leisure and in so doing to enhance and enrich the lives of the public and especially Ponca citizens.

By collecting, organizing, making accessible, a wide variety of traditional printed materials, contemporary print, non-print resources, and technological resources, the library performs the vital services of helping citizens to be well informed, cultivate the imagination, accomplish self-improvement, improve the quality of leisure time, and acquire the lifelong enjoyment of reading. To better accomplish this mission, the Ponca Carnegie Library strives to promote the use of these resources and to respond to community needs through its services and programs.

LIBRARY BILL OF RIGHTS

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

- I. Books and other library resources should be provided for the interest, information and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background or views of those contributing to their creation.
- II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
- III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
- IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
- V. A person's right to use a library should not be denied or abridged because of origin, age, background or views.
- VI. Libraries that make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

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OVERVIEW

The Carnegie Corporation of New York granted the town of Ponca, NE, \$4,500 to build the Ponca Carnegie Library in 1911. It was one of 69 Carnegie libraries built in Nebraska from 1899-1917, one of 58 still standing and one of 26 still used as a library.

The neo-Classical designed building has numerous steps leading to the doors that opened in 1913. Those steps are symbolic – and common in many Carnegie libraries worldwide. They symbolize Carnegie's belief that people can – as he did - elevate themselves in life by learning.

In 2006, to celebrate Ponca's 150th birthday, a fundraising project provided \$365,000 to refurbish, remodel, and triple the size of the building, all while preserving the historic fabric of the original. Expansion provided for a meeting room open to the public, expanded computer access, enlarged children's area, a genealogy research area, room for movies and CD audio books, local newspaper research on microfilm, new shelving and comfortable seating.

Today, 12 years later, patron needs have changed and changes are needed in the physical plant.

Over the past several decades, technology has wrought endless changes in our society and our libraries as well. From simply providing words printed on paper, libraries now provide communities with multiple and ever-changing types of electronic technologies to read and process words and stories.

The need for library staff and directors to be intimately familiar with and update their computer services are now so vital that local libraries have technology plans which are updated regularly. The Ponca Carnegie Library's Technology Plan was last updated in July 2016. The library's Board of Trustees is currently working with Riverside Technologies, Inc., technology consultants in North Sioux City, South Dakota.

Today's libraries cannot be satisfied with just providing these traditional and technological methods of serving their communities. Nebraska libraries have been tasked with evolving once again. Our job today is to discover other ways we can address community needs and put plans into motion to do just that. Ponca Carnegie Library Board of Trustees tasked Friends of Carnegie Library member Linda Kastning to form a team and in December 2017 the search started to seek out those local needs.

Team members include: Linda Kastning, Friends member; Gina Cook, Library Board of Trustees member; Patti Emanuel-Vaughan, Friends member; and Rebecca Irwin, Ponca Public School librarian.

This team's job is to update the 2014 Ponca Carnegie Library Strategic Plan. During this time there has been no Library Director or Library Assistant.

COMMUNITY PROFILE

Location

Ponca, Nebraska, lies two miles west of the Missouri River in northeast Nebraska, surrounded by rolling hills of rich agricultural and forest land. A large part of Ponca's identity is the nationally known Ponca State Park, located on the Missouri River just north of town. Ponca is 25 minutes northwest of Sioux City, lowa; 50 minutes southeast of Yankton, SD; and 115 minutes north of Omaha, Nebraska.

Population

The current estimation of population for Ponca is 1,013. This is a slight increase over the past few years. Median age of population is 46.6. Ponca's population is 98% white and 2% Hispanic or other nationality.

Education

Data from 2017-2018 show enrollments at 214 students in grades 07-12; 137 students in grades 03-06; and 117 students in PK-02 for a total of 468 students in the district. Approximately 89% of the populace has a high school degree or higher education.

Income

Approximately 63.8% of those 16 or older work; the unemployment rate is 2%. Average work commute is 22 minutes. Median yearly household income is \$52,720 and 12.4% of the population lives below the poverty level. Roughly 94% of the population has health insurance while 5.5% has no health insurance.

Housing

According to US Census figures, there are between 400-450 housing units in Ponca. The average monthly rent is about \$500 and the average cost of houses sold in recent years is \$165,000.

Pioneer Square is a 22-unit, low-cost elderly housing facility built in 1980. There are two subdivisions outside of Ponca: Dakota View, on Hwy 26E north of Ponca, and Prairie Ridge, just south of town on Hwy 12.

Business and Industry

There are about 40 businesses in or adjacent to Ponca. Majority of business are family owned and operated. The largest employers in Ponca are: Elms Health Care Center; Dixon County; Ponca Public School; and the State of Nebraska. Most residents in the work force travel 20-30 miles to work in South Sioux City and Dakota City, NE; or Sioux City, IA.

City Government

Ponca, a second-class city, has a mayor-council form of government. The city employs a single individual as City Administrator/Clerk/Treasurer. Other employees include a Street Commissioner and a Water/Sewer Commissioner. There is one full time Police Chief; Sheriff Deputies are part time on weekends and a volunteer fire and rescue department with about 30 members.

City Utilities

- a. Northeast Power (NNPPD) retails electricity to the city of Ponca. NNPPD obtains its electricity from Nebraska Public Power District.
- b. Natural gas is distributed in the community by Ponca Public Utilities. Northern Natural Gas Company is the pipeline transporter and Black Hills Energy is the supplier.
- c. The municipal water system in Ponca is supplied by three wells with a combined pumping capacity of 1,000 gallons per minute. An orbital waste-water treatment facility was built in 2005-06 and is designed to handle a population of 1,500.
- d. Great Plains Communications provides telecommunications service to Ponca. Through fiber optics, GPC provides high-speed Internet, HD cable TV and phone service.
- e. Garbage service is provided by Gill Hauling, a private contractor.

Cultural Characteristics

Dixon County and Ponca, its county seat, were settled predominantly by Irish and Germans, according to the 1860 US Census. There was a smattering of Norse and Italian settlers, as well as many folks from New England states.

Ponca's cultural and recreational facilities include:

- Ponca Carnegie Library
- Ponca Senior Center
- Ponca's three parks
- Summer recreation programs for youth
- Ponca State Park's multiple recreational opportunities, including an aquatic center and Eric Wiebe Shooting Complex
- Highland Oaks Golf Course
- Ponca High School Sports Complex
- Ponca High School Fitness Center
- Ponca High School Performing Arts Center
- Rodeo arena

Cultural and recreational organizations include:

- Ponca Area Community Club (PACC)
- Friends of Ponca Carnegie Library
- Better Ponca Foundation
- Ponca Community Educational Foundation
- Ponca Historical Society
- Ponca Rodeo Association
- American Legion and Auxiliary

Public communications

Ponca has a weekly newspaper – the Nebraska Journal Leader. The Sioux City Journal and Omaha World Herald daily newspapers are delivered and/or available at several sites. Ponca has no radio station, but is served by am/fm radio stations and television stations from Sioux City, IA.

Several local businesses maintain Facebook pages providing community information and events, as does an electronic reader board near the town center. The most widespread way of disseminating information is word of mouth.

ASSESSMENT OF COMMUNITY NEEDS

To discover unmet needs in our community a questionnaire was

- printed in the local newspaper
- inserted in City of Ponca utility bills
- provided to the public at various businesses, City Hall, Ponca Carnegie Library, Ponca Senior Center
- printed in the Ponca Public School district newsletter
- posted on Chromebooks, to which all Ponca Public School students have 1:1 access
- posted on Survey Monkey.

On January 20, 2018, a "Brainstorming Session" was held at Ponca Carnegie Library in which 20-25 persons presented their ideas for improving the library were money no object.

In April 2018 the Ponca City Mayor and Council held an Open House and a Public Hearing for discussion of a Community Study done by Northeast Nebraska Economic Development District and a community survey was then offered to all present. At this time a Redevelopment Plan is being written by Hanna-Keelan & Associates for the city's consideration.

From these sources the following ideas came forth:

STRENGTHS

- The people and neighborhoods kind, friendly, helpful in time of need, hardworking and cooperative with each other to further the town's needs
- School & Good Ol' Boys & Food Bank & Food Pantry & Back pack program
- Quiet, well-kept neighborhoods
- Low crime feels safe knowing neighbors
- Trees & beautiful scenery walking paths
- New grocery store and pharmacy and the existing businesses that serve us every day
- Near Sioux City
- Medical clinic, dentist, grocery & pharmacy deliveries, Pioneer Square, Elms Assisted Living & Care Center,
 Pharmacy, Chiropractor
- Ponca Pubic School Sports Complex, Fine Arts Building, Event
- Ponca State Park hike/bike trail and events
- Friendly and inviting local churches (5)
- Small town atmosphere support for each other, community projects, a "sense of community"
- Local events
- A progressive "can-do" attitude
- Local Option Sales Tax, which is funding new streets / handicap entrance sidewalks
- Ponca Carnegie Library
- State Library services
- Library column in Nebraska Journal Leader

CONCERNS - NEEDS - WANTS

COMMUNITY:

- Business decline unused empty buildings Main Street Appearance
- Vacant downtown storefronts and physical decline of downtown
- Lack of businesses and industry/jobs to keep our young people in the community
- Attorney, real estate agent, certified public accountant, consignment shop, downtown shops, small businesses
- A local economic development program to attract new businesses and industry
- Employment opportunities
- A family style restaurant open all day : breakfast, lunch, dinner/supper
- Appearance of empty lots
- Aging playground equipment in our parks
- Aging water and sewer lines
- Improved streets and alleys, sidewalks, curb/gutter, drainage, property clean-up
- Assistance for the poor, elderly and/or disabled, particularly those who have no vehicle Senior Bus
- Children who go to school hungry families who need to be "adopted"
- Day care providers guitar & piano teachers
- Housing: Lack of rental housing in good condition, one bedroom rentals, retirement housing, single family houses for sale
- USPS house delivery
- A Central Registry including:
 - o community resources for those moving into the community (Welcome Wagon?)
 - o for those needing physical/financial/housing/job assistance of all kinds
 - o for those who need lawn care, house cleaning, snow shoveling, painting, minor home repairs, etc. and for those (youth & adults) who are willing to provide those services
 - FOR THOSE WHO WANT TO VOLUNTEER AND FOR THOSE WHO NEED VOLUNTEERS
- A simple amphitheater (100-150 people) for outdoor events, possibly in one of the parks or sport fields
- Recreation facilities: volley ball court, sand volley ball, soccer fields, tennis courts, bike/skateboard park, indoor batting cages, gymnastics venue, public basketball court, ice skating/hockey rink
- Community Teen Center / Recreation Center / Activities
- Concern: Sunday morning sports
- Dollar General

LIBRARY:

- Mini libraries: Ponca State Park, Senior Center, Elms Care Center, Pioneer Square, downtown
- Book mobiles / Book delivery
- Craft nights Workshops Adult education chess public art gallery sidewalk book sales vender fairs/carts serve coffee multi-purpose destination always have food with activities change, change, change! quilt show barn quilts evolving needs outside picnic area Minecraft tutoring center taxes photography theater puppets Gene Blatchford's sewing machine tractors movies Lego adult coloring crafts, computer games try everything PUBLICIZE Chromebook classes needlework exercise yoga
- Schedule everything out for a year: daily, weekly, monthly activities PUBLICIZE on school Chromebooks, in Nebraska Journal Leader, on community signboard, in post office, churches, businesses, mailed to every 68770 address, local access channel – brochures for Ponca State Park brochure rack
- Events and Summer Reading Programs publicized!
- Continue "Muse" at Trading Post
- Library open more consistent hours pass out new hours on refrigerator magnets to EVERYONE!
- Permanent solution for frozen water pipes
- Checking out more than books, i.e., Wilton cake pans, cookies cutters, CD players for people listening to books on tape, laptops, visually impaired equipment etc.
- Use basement
- Higher, easily moved book shelves to open up floor space for activities
- Better traffic pattern in library room for two group activities at a time
- Separate adult and children's computer areas
- New color printer/copier
- Disability parking behind the library
- Kiosk for community events
- Coffee bar, small tables, couches, high tables
- Adults on Saturdays
- New sign should be changed constantly
- Improve landscaping
- Books for Babies
- FREE library cards!
- Keyboard & printer capabilities for Chromebooks
- Enlarged children's area new activity bags, constantly evolving, project for a community group
- More hours for director, librarian and assistant librarian (high school student)
- Collaboration with Ponca State Park for nature educational activities (Maria Korver)
- Collaboration with churches, Senior Center, Trading Post, Elms, Pioneer Square
- Every activity should have participants listed, pictures, in Nebraska Journal Leader who used meeting room, etc.
- Expand on Nebraska Journal Leader column, what's happening next week?

S. W. O. T. ANALYSIS OF LIBRARY

For a community that appears to be progressive from the outside it appears that the Ponca Carnegie Library has become complacent and is being forgotten. Our focus needs to be on the children and youth of the community, as they are the stakeholders. They will be the ones who will run this community in the future. What do we want to teach them?

INTERNAL STRENGTHS

- > Historical beauty
- Strong collection of online books
- Public computers with Internet access
- Substantial number of large print books
- Kingsbury meeting room
- Children's Corner
- Current Solo Librarian
- "Friends of the Library"
- Landscape lighting
- > E-books through Nebraska Overdrive

INTERNAL WEAKNESSES

- Budget
- Outdated computers
- Lack of plugins for personal electronic devices
- Library lay-out no room for group activities and individual quiet needs at the same time no room for separation of children and adults
- Lack of library shelving
- > Low number of employee: lack of a Director, Assistant and cleaning person for many months
- > Low number of hours of operation
- Low annual circulation numbers
- Average age of current book collection = 19 years
- Average age of current DVDs = 14 years
- Average age of audio books = 11 years
- Low attendance at library events
- Low number of activities planned and posted on website
- Lack of educational resources available
- Lack of educating library resources to stakeholders
- Lack of collaboration with community groups, school library, Ponca State Park
- Lack of information regarding services available to low socioeconomic families
- Not currently meeting state minimum standards for book purchasing
- Lack of authority given to current Solo Librarian
- Limited parking
- > Difficult path from street to ADA entrance for elderly and/or handicapped
- > Free library cards limited to City of Ponca residents
- Youth say books are old and in poor shape
- Chromebooks are not hooked to printers

EXTERNAL OPPORTUNITIES

- Community volunteerism
- > Using Ponca Carnegie Library as a community resource center
- > Facebook, Social Media
- > School, five churches, Senior Center, Elms Care Center
- ➤ Electronic Bulletin Board
- Coffee Shop
- > Volunteers, large school population, large population of retired citizens

EXTERNAL THREATS

- > Revenue stream
- Physical location
- Constant changes in technology
- > Low income and elderly population
- > Streets in poor condition
- > Population living outside of city limits, working & shopping & entertainment in Sioux City
- ➤ Large number of sports and school activities our kids are busy!

TECHNOLOGY PLAN

Ponca Carnegie Library uses Destiny Integrated Library System by Follett to catalog and track items owned and patrons who have borrowed materials. It is no longer up-to-date and the program features are not being utilized

Available to the public:

- 4 public access Windows-based desktop computers (2014 and earlier) running Windows 7
- 4 Chromebooks 14" laptops

Shared by staff and the public:

- 1 color laser printer old and unable to be fixed
- 1 monochrome printer

Available for checkout:

- 4 Samsung Galaxy Tab4 tablets
- 1 Nook Glowlight

Available for use by children in the library:

3 tablet-style devices

For staff:

1 circulation desktop

For library Director:

1 laptop

Strong WI-FI is available throughout the building

Microfilm reader for films of Nebraska Journal Leader, Dixon County Advocate, Newcastle Times, census material

Riverside Technologies Inc., technology consultants in North Sioux City, SD, have been contacted to advise the library Board of Directors in upgrading the library technology.

GOALS AND OBJECTIVES

The library's book collection is sub-par and must improve. Once it is better and more popular books are purchased, more children and youth will come. The activity bags in the Children's Corner need to be replaced at regular intervals. While the 2006 addition and upgrades were wonderful, it is 12 years later and we must continue to move forward. Find the staff and volunteers to offer multiple activities consistently. These must be planned well in advance and advertised far more than one might think necessary. This will help library attendance.

Terms: Responsible parties include the Library Board of <u>Trustees</u>, Library <u>Director</u>, <u>Librarian</u>, <u>Assistant</u> Librarian and <u>Friends</u> of the Library members

Short-term Goals

To be completed within six months

1) Hire a Library Director and a high school student Assistant Librarian.

Responsibility: Trustees

2) Expand promotion of the library.

Examples: These are ongoing and cannot all be implemented within six months, but it is crucial that many of them be started within six months.

Responsibility: Trustees, Director, Librarian, Assistant, Friends

- a) Continue weekly articles in the local newspaper (ex., library hours, listing of new books, audio books, e-books, movies, programming).
- b) Publicize a listing of available resources (ex., computers, newspapers on microfilm, databases).
- c) Use City digital bulletin board.
- d) Post on Facebook and website; keep sites current and attractive.
- e) Begin a collection of available community resources.
- f) Notify pastors of Library activities for bulletins and/or announcements.
- g) Notify Ponca Public School of Library activities for posting and/or announcements.
- h) Continue to remind the public of the Library Meeting Room availability and rules.
- i) Put Library activities on Ponca Swap.
- j) Place brochures in Ponca State Park.

3) Offer free library cards.

Responsibility: Trustees

Mid-term Goals

To be completed within two years

1) Expand library hours.

Responsibility: Trustees and Director

Example: Monday 1:00-6:00

 Tuesday
 3:00-8:00

 Wednesday
 1:00-6:00

 Thursday
 3:00-8:00

 Friday
 1:00-6:00

 Saturday
 10:00-3:00

2) Expand data bases.

Responsibility: Director and Librarian

Examples: Ancestry, National Geographic, Zinio, Mango Languages, Music, Novelist Plus, Universal Class, Brain HQ

3) Expand volunteer base.

Responsibility: Director, Librarian, Friends

- a) Hold an annual membership drive each fall.
- b) Encourage Friends of the Library members to bring guests/new members to meetings.
- c) Friends of the Library will continue to plan and host two current children/teen programs per year (Spellapalooza and Dr. Seuss' Birthday Party).
- d) Ask people to share gifts and talents for specific activities (ex., flower bed maintenance, clean-up, crafts, reading, inventory, activities, etc.) through church bulletins, Nebraska Journal Leader, Community digital bulletin board, Facebook, etc.

4) Increase activities to bring more people of all ages to the library.

Responsibility: Director, Librarian, Assistant, Friends

Examples: (see pages 7 & 8)

- a) Muffins with Moms
- b) Donuts with Dads
- c) Monthly Coffee
- d) Senior Center & Elms Nursing Home activities
- e) Dixon County Extension Services
- f) Ponca State Park
- g) Books for Babies

- h) Maintain a "Central Registry" see p. 7
- i) Check out Wilton cake pans, cookie cutters, CD players, etc.
- j) Adult workshops
- k) Movies and popcorn
- l) Monthly displays: arts, crafts, collections, etc.
- m) Always have food & beverages

Long-term Goals

To be completed within two – four years

1) Become a "go-to" place where low income residents can find information on available help.

Responsibility: Director, Librarian, Assistant, Friends Examples:

- a) Provide Welcome Wagon packets.
- b) Collaborate with church and school officials who work directly with low income families.
- c) Collect materials (print and on-line) and designate places for it to be housed. (ex., food pantries, day care, addresses, phone numbers make it easy & confidential to get the information)
- d) Work with agencies in Vermillion, South Sioux City, Sioux City, and other agencies to gather brochures etc.
- e) Work with the State of Nebraska to gather information including contact information.

2) Create a teen advisory board to assist library staff/board/Friends of the Library concerning youth needs.

Responsibility: Director, Librarian, Assistant

Attend meetings of National Honor Society and FBLA at the school to participate and be informed of what is going on with the youth.

3) Monitor diversity changes to determine if additional library materials should be added.

Responsibility: Director

Work with school officials to monitor enrollment needs.

EVALUATION

A. Evaluation of Previous (2014) Plan

1) Promote what the library already has to offer.

The weekly announcements in the Nebraska Journal Leader are highly popular and were commented on in the 2018 survey comments.

The meeting room publicity has either not been done or has been done and stopped. This needs to be revived.

2) Extend library hours.This has been done and needs to be done again.

3) Increase activities, especially for adults.
The Friends' two activities are being done. Other activities have been tried and dropped.

- 4) Become the "go-to" place where low-income residents can find information on help that is available. This has not been done.
- 5) Monitor diversity changes to determine if Spanish-language materials should be added. We are not sure if this has been done.
- 5) Continue to expand our list of data bases. This has been done.
- 6) Continue to expand our volunteer base (Friends of the Library). This has been done.

B. Evaluation of Current (2018) Plan

If the Ponca Carnegie Library is to be a relevant player in the community of Ponca, Nebraska, this plan needs to be evaluated monthly by the Board of Trustees and by the Friends of the Library, with the Library Director present, beginning with the short term goals, which need to be in place within six months.

The long term goals will never materialize without constant, consistent planning.

PONCA CARNEGIE LIBRARY

105 YEARS STRONG AND PLANNING FOR THE FUTURE

2018 Reaccreditation Questions

- ✓ Please use the back or other paper to answer questions as needed. Your answers will be anonymous.
- ✓ Examples are given only to assist you in generating your own answers.

l.	What are the greatest strengths of the Ponca Community? (examples: people working together, Sports Complex, Fine Arts Building, nearness to Sioux City)
	A
	В
	C
•	What do you enjoy most about living in/around Ponca? (examples: safety, Ponca State Park)
	A
	B
	C
•	What activities or facilities do you wish were available in Ponca? (example: restaurant) A
	В
	C
•	What concerns do you have about Ponca's future? (examples: the needs for single family rental housing and better streets/curb & gutter)
	A
	В

5.	Are you aware of any cultural or economic needs in the community that should be addressed? (example: families living at or below poverty level)
	A
	В
	C
6.	Are there people in the community whose needs are not being adequately met? Please explain.
7.	List ways in which the library could contribute more to the community. (examples: resource center, putting "mini libraries" out in the community)
	A
	В
	C
8.	In what ways might you consider helping the Ponca Carnegie Library serve the Ponca Community? (examples: delivering books, teaching crafts, reading to small groups)
	A
	B
	C

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.

PLEASE RETURN to Ponca Carnegie Library Drop Box or PO Box 368 or poncalib@gpcom.net or Ponca City Hall Drop Box.